

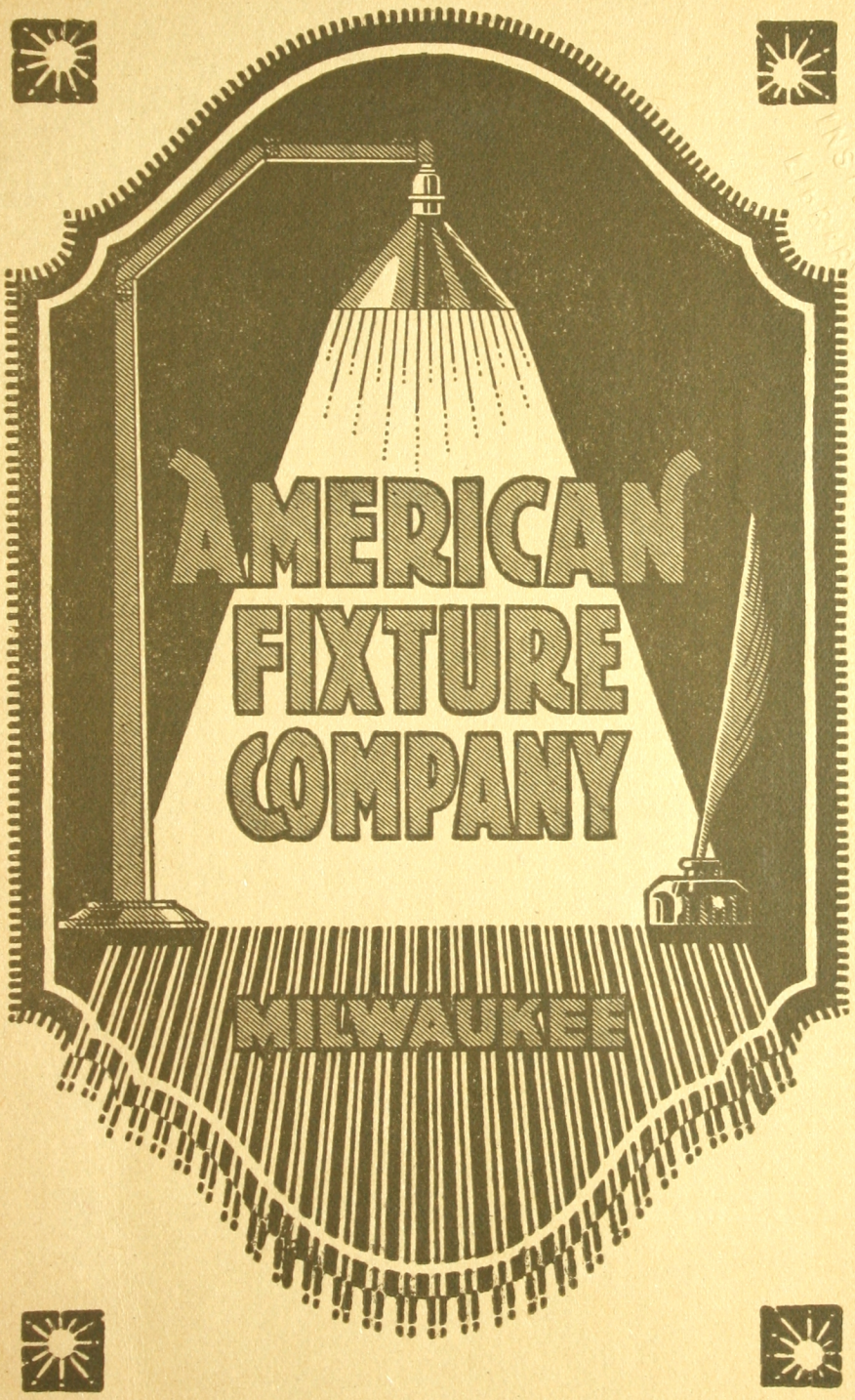
511-4

# CATALOG NUMBER 4

(Destroy All Previous Issues)

MAR 2 1924

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## INSTRUCTIONS AND TERMS

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Satisfactory references should accompany all orders from firms not known to us.

To firms not satisfactorily rated, goods will be shipped C. O. D. when a deposit sufficient to cover transportation charges both ways accompanies the order.

Always give complete shipping instructions.

All prices are F. O. B. cars, Milwaukee.

2 per cent 10 days or net 30 days from date of invoice.

Interest at the rate of 6 per cent charged on all accounts past due.

Quotations subject to change without notice.

All orders are contingent upon strikes, accidents, delays or other occurrences beyond our control.

Merchandise shipped as ordered cannot be returned except by permission and subject to a reasonable charge for handling.

All claims to be acknowledged must be made within 10 days from date of invoice.



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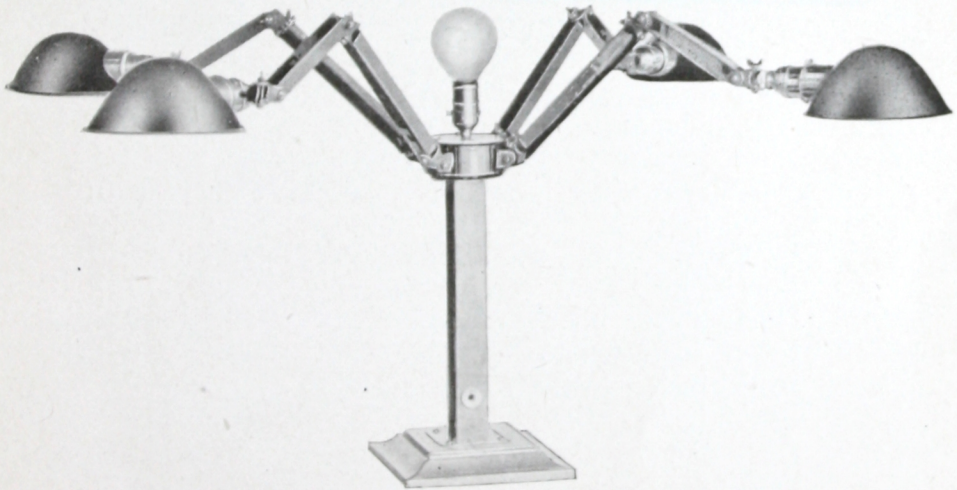
CATALOG NUMBER 4

# American Fixture Company

A. C. RUNKEL and ED. R. KIESSLICH, Props.

MANUFACTURERS OF

## "AMERICAN" ADJUSTABLE ELECTRIC LIGHT FIXTURES



Office and Factory

230-232 WEST WATER STREET

MILWAUKEE, WIS.

1920

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## DIRECTIONS FOR ASSEMBLING AND ADJUSTING

Beginning with base, arrange the several parts required to make up the desired fixture, bringing the labeled part to the top; insert screws from left to right and bottom to top which will bring all thumb-nuts to top and right, making it handy for adjustment; turn in screws securely so that all parts are drawn together and then gradually tighten up with thumb-nuts, moving arms of fixture until joints work freely.

Fasten fixture securely in its place, put on shade and lamp and begin adjusting at the top joint, working down until all joints move in harmony. Care should be taken not to have joints tighter than is necessary to hold the light, in place. When properly adjusted, fixture can be moved about without further adjustment.

## HOW TO ASCERTAIN COST OF FIXTURES

Add the prices of parts (see page 5) required to make up the fixture desired, plus assembling and packing.

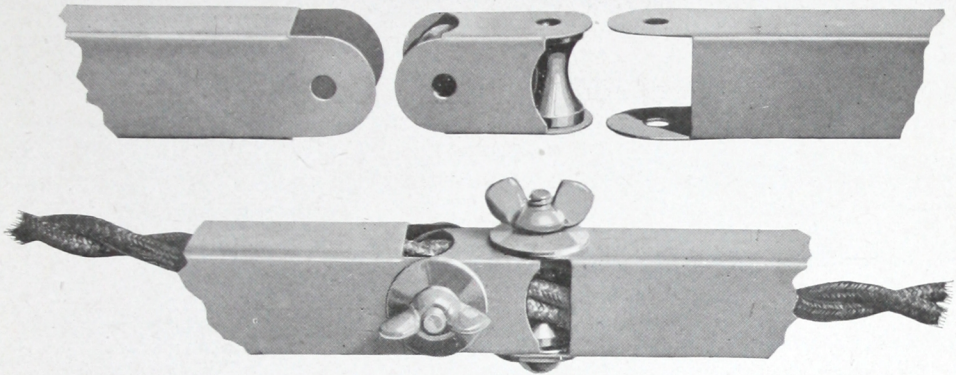
For example—Ceiling Fixture Number 107, on page 6:

1—Extension No. 0.....	\$0.55
1—1½ inch Joint, complete.....	.75
1—48 inch Taper .....	1.90
1—21 inch Arm .....	.50
2—¾ inch Joints, complete @ 45¢.....	.90
1—⅛ inch Socket Holder.....	.15
Assembling, 3 joints, @ 5¢.....	.15
Packing—exceeding 4 feet.....	.20
	<hr/>
	\$5.10

“American” Adjustable Fixtures are furnished to fit ⅛ inch sockets, unless otherwise ordered; when ⅜ inch sockets are required it must be so specified on the order, and 5 cents added to the cost of the fixture.

ID 91-B630 TCF





### SPECIAL FEATURE

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The above illustration shows the universal joint used in all our fixtures (patent No. 1350423). The joint being open, permits the cord to pass through it, and placing the light at any angle, will not pinch or injure the cord in any manner.

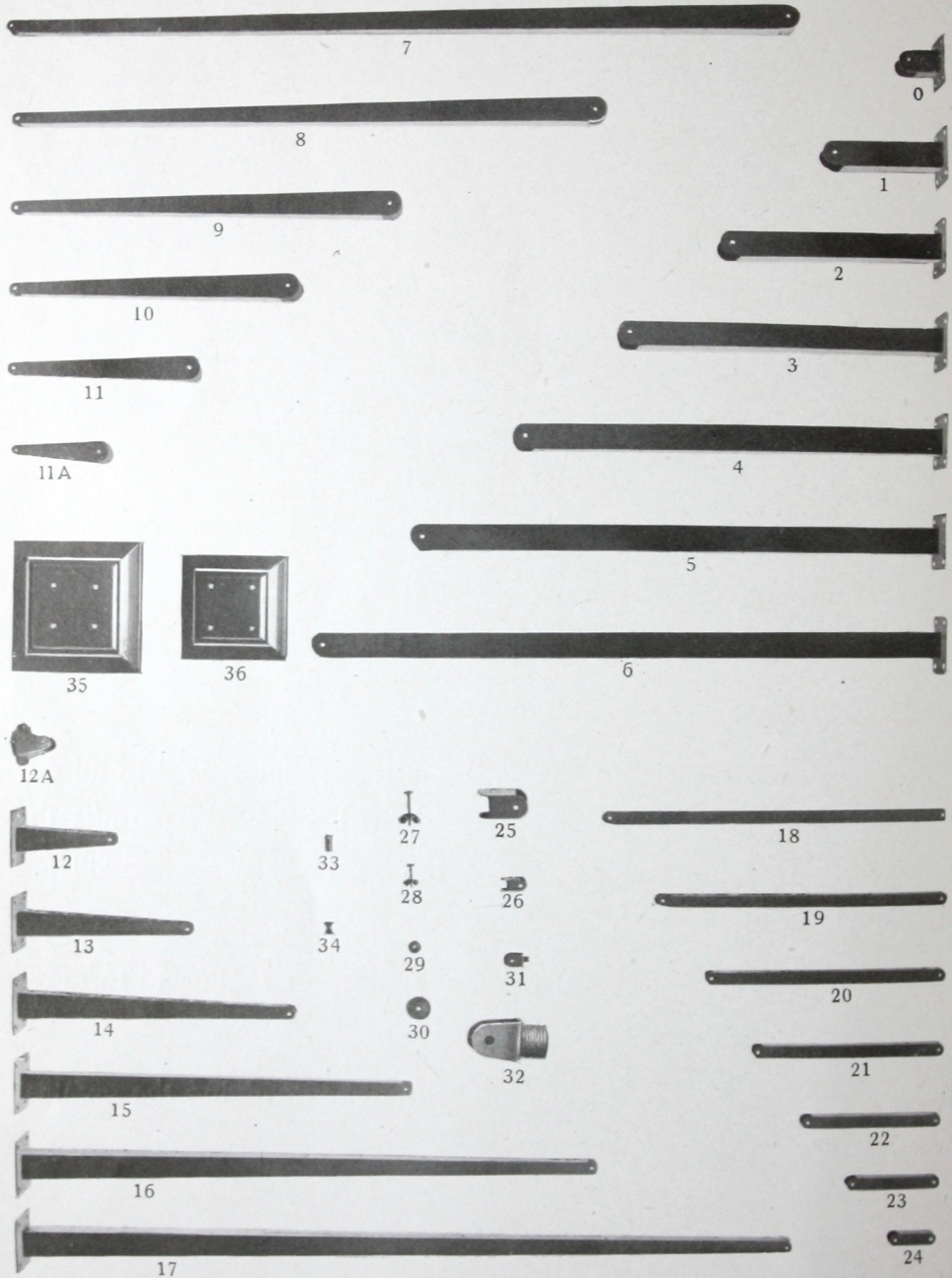
By the use of thumb-nuts, these joints can be adjusted to move freely or can be drawn tight and fixture made stationary.

Special dished washers are used throughout, giving the greatest possible friction.

10 91-B620 TCF



These 36 Parts make up any length and style of Fixture from 6 inches to 9 feet.





## PRICES OF PARTS

## EXTENSIONS

No. 0—2 $\frac{5}{8}$ inch.....	\$0.55	No. 4—26 inch.....	\$1.70
No. 1—8 inch.....	.75	No. 5—32 inch.....	2.00
No. 2—14 inch.....	.95	No. 6—38 inch.....	2.30
No. 3—20 inch.....	1.15		

## TAPERS

No. 11A—7 inch.....	\$0.35	No. 9—24 inch.....	\$0.85
No. 11—12 inch.....	.50	No. 8—36 inch.....	1.30
No. 10—18 inch.....	.65	No. 7—48 inch.....	1.90

## TAPER AND PLATE

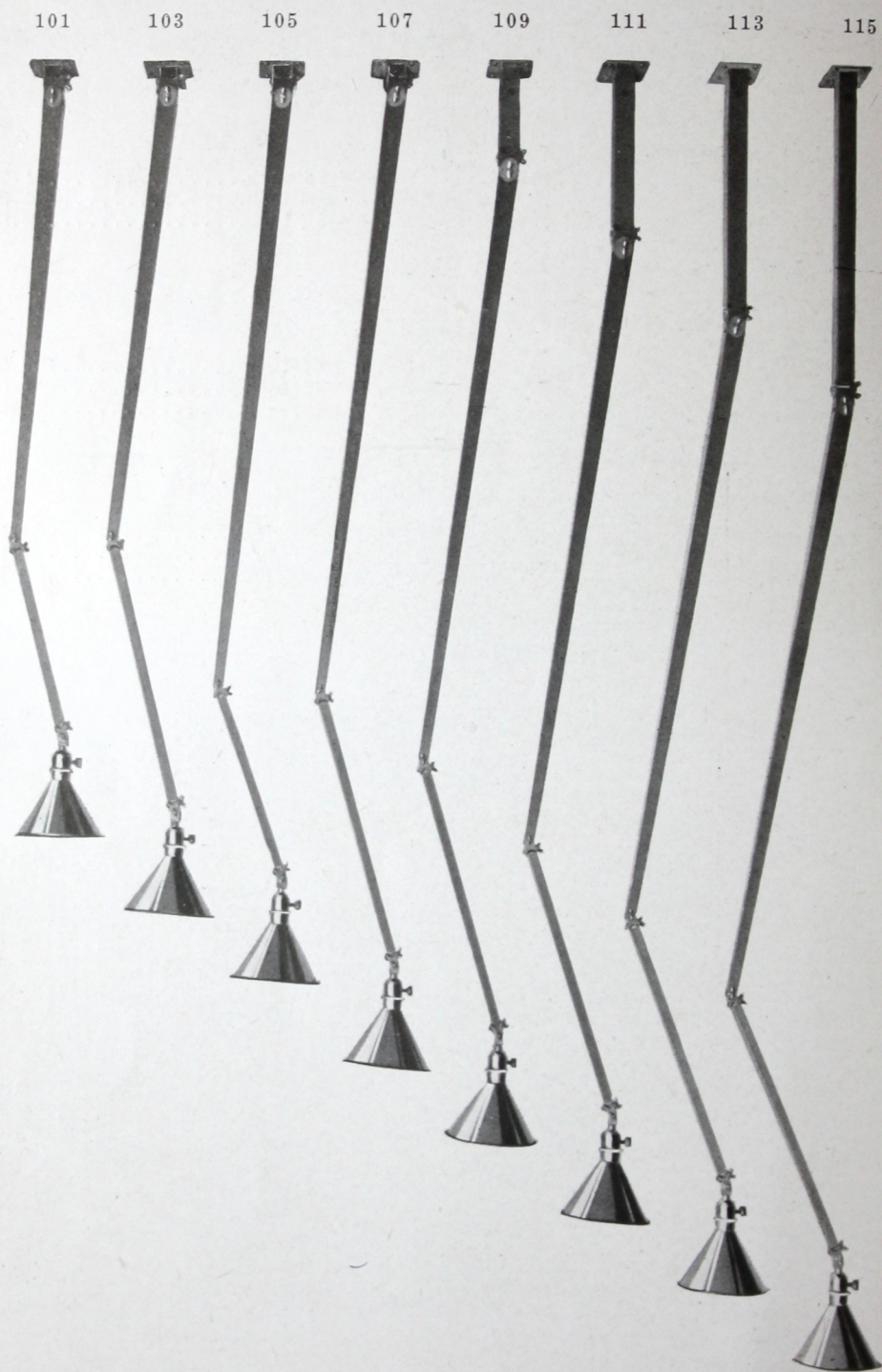
No. 12A—2 inch.....	\$0.50	No. 15—24 inch.....	\$1.20
No. 12—6 inch.....	.70	No. 16—36 inch.....	1.65
No. 13—12 inch.....	.85	No. 17—48 inch.....	2.25
No. 14—18 inch.....	1.00		

## ARMS

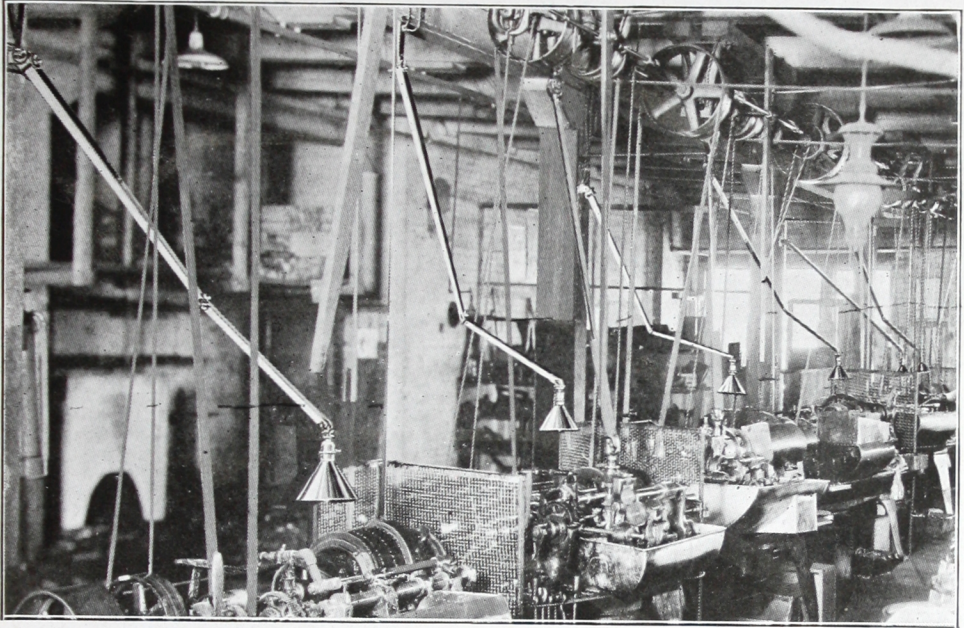
No. 24—3 inch.....	\$0.20	No. 20—15 inch.....	\$0.40
No. 23—6 inch.....	.25	No. 19—18 inch.....	.45
No. 22—9 inch.....	.30	No. 18—21 inch.....	.50
No. 21—12 inch.....	.35		

No. 25—1 $\frac{1}{2}$ inch Universal Box.....	\$0.17		
No. 26— $\frac{3}{4}$ inch Universal Box.....	.12		
No. 27—Large Screw and Nut.....	.06		
No. 28—Small Screw and Nut.....	.04		
No. 29— $\frac{3}{4}$ inch Dished Washer.....	.02		
No. 30—1 $\frac{1}{2}$ inch Washer.....	.04		
No. 31— $\frac{1}{8}$ inch Socket Holder.....	.15		
No. 31A— $\frac{3}{8}$ inch Socket Holder.....	.20		
No. 32— $\frac{1}{2}$ inch Unilet Connection.....	.30		
No. 33—1 $\frac{1}{2}$ inch Spreader.....	.04		
No. 34— $\frac{3}{4}$ inch Spreader.....	.08		
No. 35—8x8 inch Iron Base.....	3.00		2.00
No. 36—6 $\frac{1}{2}$ x6 $\frac{1}{2}$ inch Iron Base.....	2.00		1.50
$\frac{3}{4}$ inch Double Arm Connection.....	.75		
1 $\frac{1}{2}$ inch Double Arm Connection.....	1.00		
$\frac{3}{4}$ inch Universal Joint, Complete.....	.45		
1 $\frac{1}{2}$ inch Universal Joint, Complete.....	.75		
Assembling, Per Joint.....	.05		
Packing—Fixtures, not exceeding 4 feet in length.....	.10		
Fixtures, exceeding 4 feet in length.....	.20		
Double Fixtures, not exceeding 4 feet in length.....	.20		
Double Fixtures, exceeding 4 feet in length.....	.40		
Portables, with 6 $\frac{1}{2}$ x6 $\frac{1}{2}$ inch base.....	.20		
Portables, with 8 x8 inch base.....	.40		









Section of Automatic Screw Machines, Luther Grinder Manufacturing Co., Milwaukee, Wis.

## CEILING FIXTURES

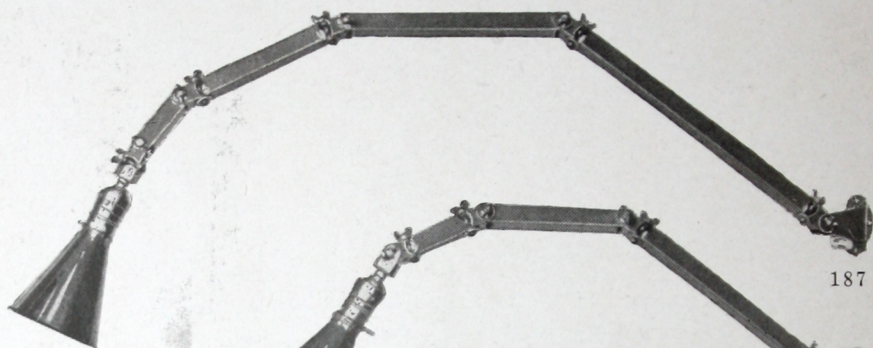
No.	Extension	Taper	Arm	Length to Socket	Price
101	2 $\frac{5}{8}$ in.	3 ft.	15 in.	4 $\frac{1}{2}$ ft.	\$4.40
103	2 $\frac{5}{8}$ in.	3 ft.	21 in.	5 ft.	4.50
105	2 $\frac{5}{8}$ in.	4 ft.	15 in.	5 $\frac{1}{2}$ ft.	5.00
107	2 $\frac{5}{8}$ in.	4 ft.	21 in.	6 ft.	5.10
109	8 in.	4 ft.	21 in.	6 $\frac{1}{2}$ ft.	5.30
111	14 in.	4 ft.	21 in.	7 ft.	5.50
113	20 in.	4 ft.	21 in.	7 $\frac{1}{2}$ ft.	5.70
115	26 in.	4 ft.	21 in.	8 ft.	6.25
117	32 in.	4 ft.	21 in.	8 $\frac{1}{2}$ ft.	6.55
119	38 in.	4 ft.	21 in.	9 ft.	6.85

The above prices do not include socket, shade or wiring.

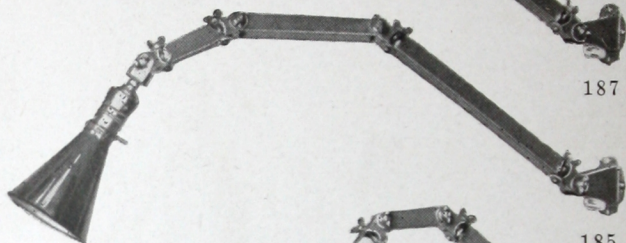
"American" Adjustable Fixtures are highest quality in every respect, they are thoroughly insulated, comply with National Code requirements and are listed as "Approved Fittings."

To get the best results out of night work is to have "American" Adjustable Lighting Fixtures that will put the light where it is needed.





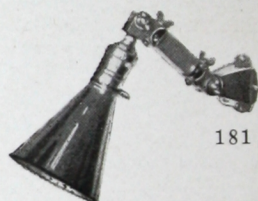
187



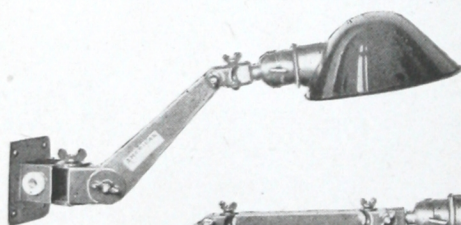
185



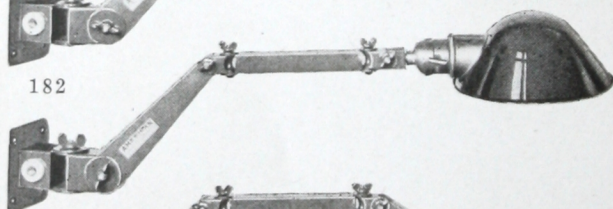
183



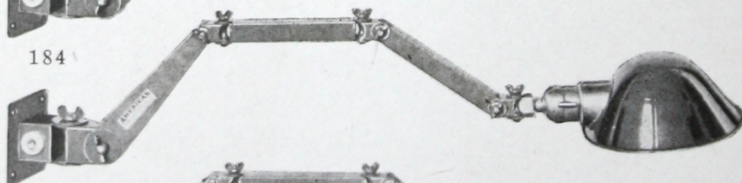
181



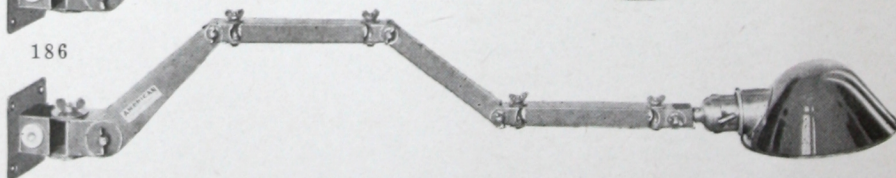
182



184

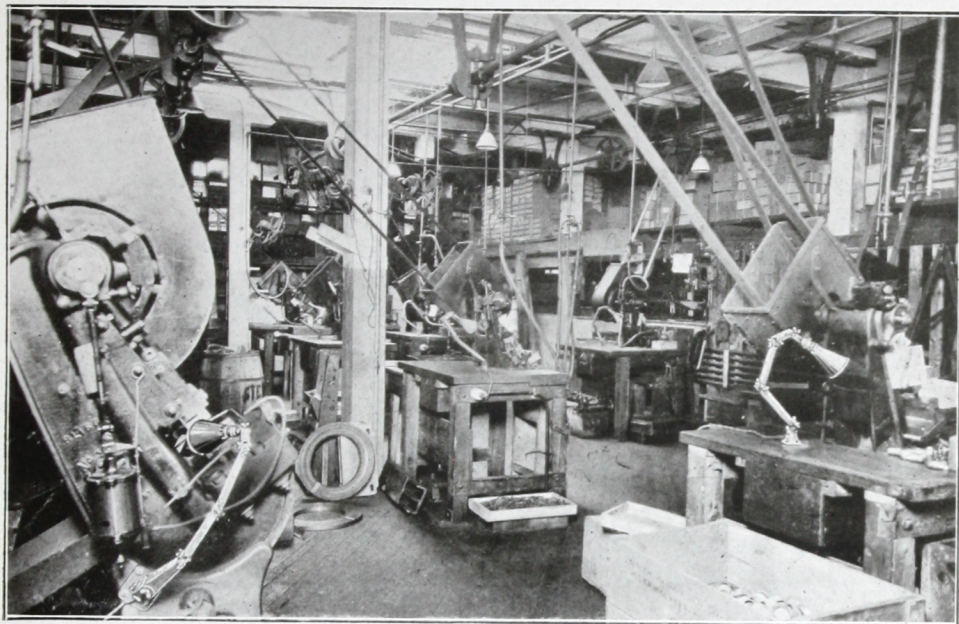


186



188





Section of Stamping Presses, Cutler-Hammer Manufacturing Co., Milwaukee, Wis.

## MACHINE FIXTURES

No.	No. of Joints	Taper & Plate	Length of Arms	Length to Socket	Price
181	2	2 in.	3 in.	6 in.	\$1.95
183	3	2 in.	6 & 3 in.	12 in.	2.70
185	4	2 in.	9, 6 & 3 in.	<del>21</del> 18 in.	3.50
187	5	2 in.	12, 9, 6 & 3 in.	<del>33</del> 24 in.	4.35
182	2	Taper 7 in.		11 1/2 in.	2.45
184	3	7 in.	6 in.	17 1/2 in.	3.20
186	4	7 in.	6 & 6 in.	23 1/2 in.	3.95
188	5	7 in.	6, 6 & 6 in.	29 1/2 in.	4.70

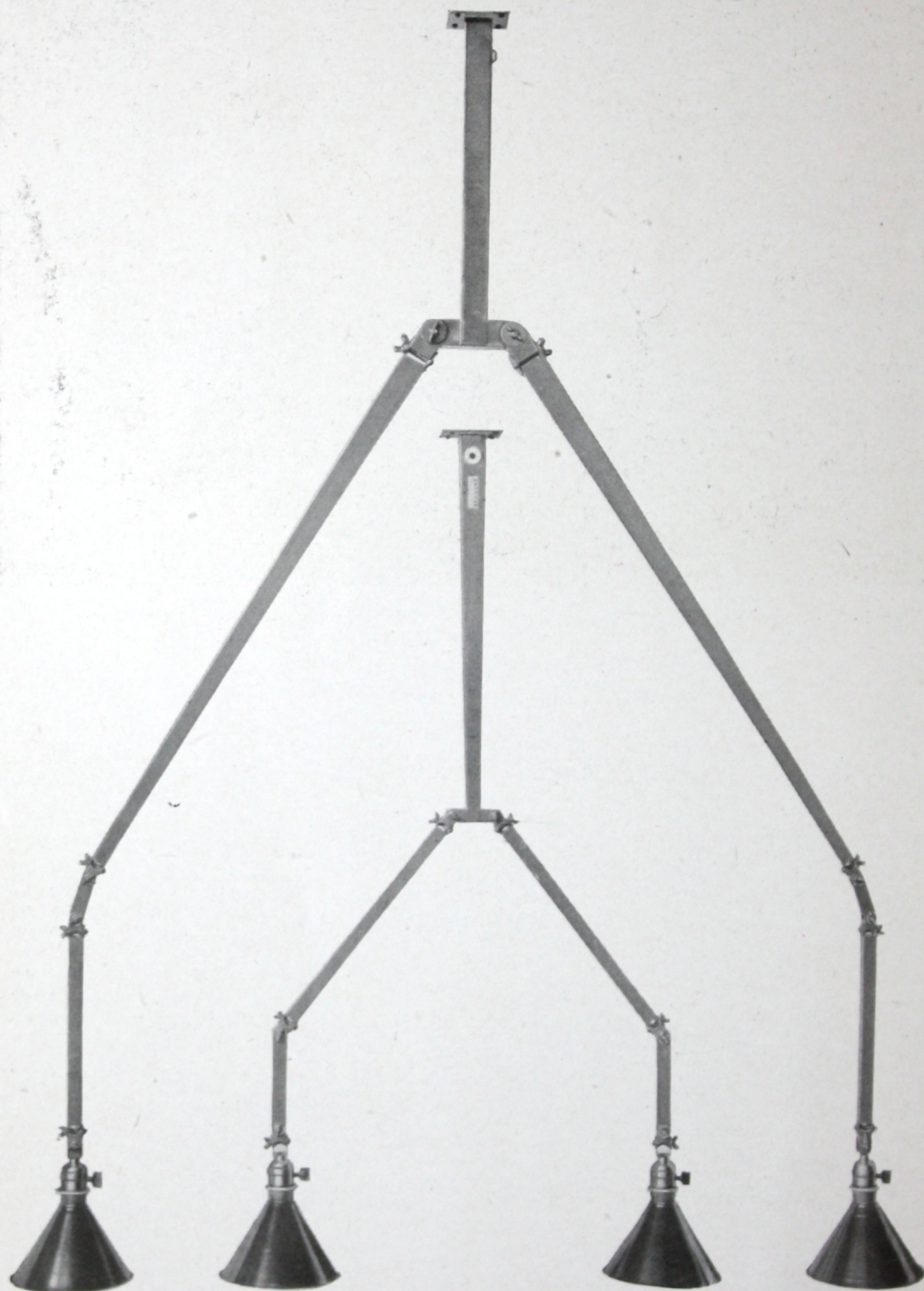
Any length of arms may be selected to suit requirement, at an additional cost of 5 cents for each 3 inches.

The above prices do not include socket, shade or wiring.

"American" Adjustable Fixtures have an entirely new type of Adjustable Universal Joints. (Patent No. 1350423). The two or more Universal Joints in a fixture make it possible to get a concentrated light upon any desired spot.

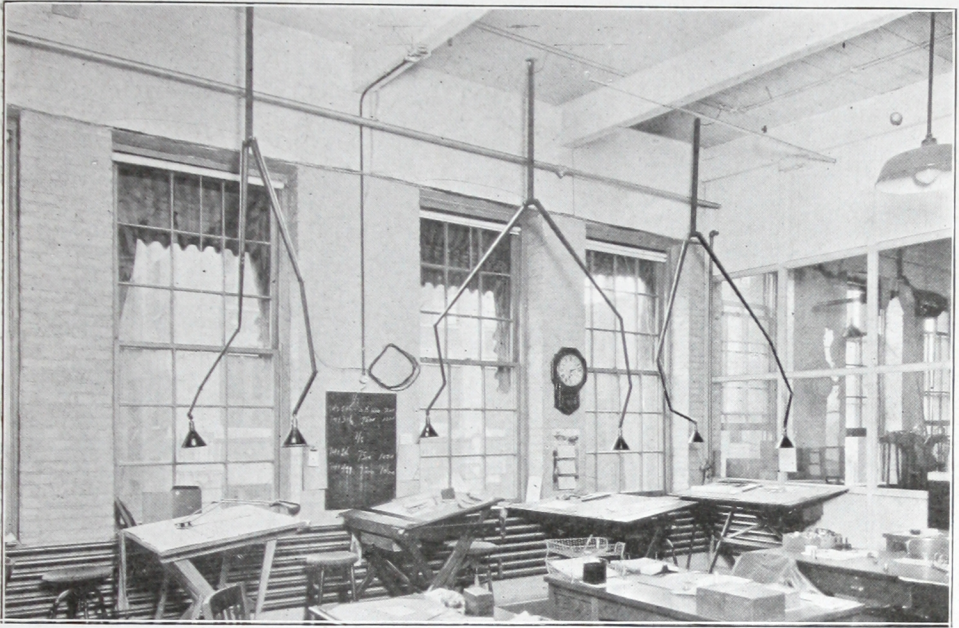


141



142





Section of Drafting Room, showing Double Arm Ceiling Fixtures.

## DOUBLE ARM CEILING FIXTURES

No.	Extension	Tapers	Arms	Price
<b>141</b>	20 in.	3 ft.	3 & 15 in.	<b>\$11.25</b>
No.	Taper and Plate		Arms	Price
<b>142</b>	2 ft.		18 & 9 in.	<b>\$7.15</b>

Prices quoted on application on any desired length.

The above prices do not include socket, shade or wiring.

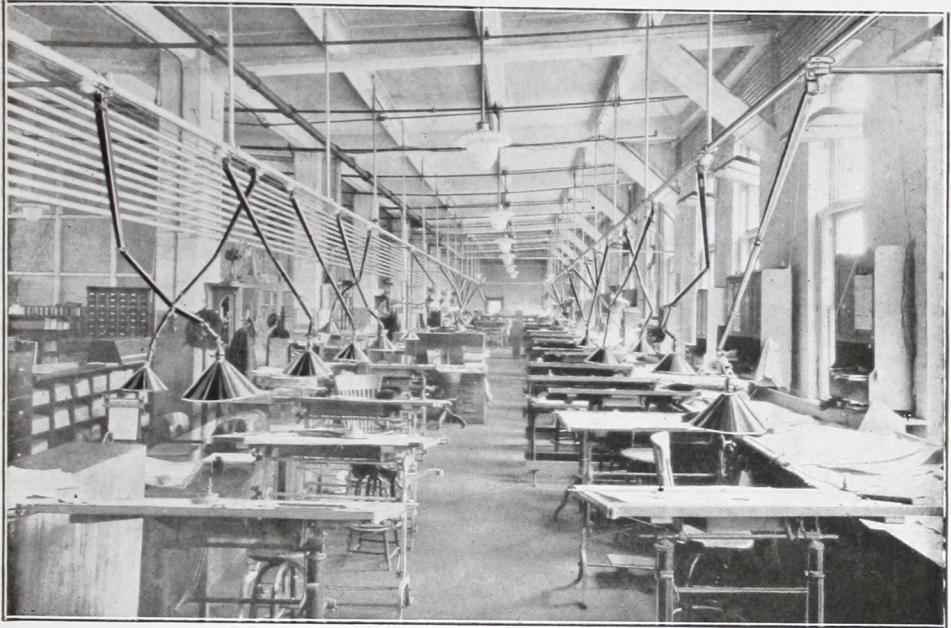
**"American" Adjustable Fixtures** are the latest product for lighting the factory, office, home or any place where a good concentration of light is desired.

By means of our New Universal Joint, the light may be placed in any position and at any angle, and may be freely moved about or be secured in one position by means of thumb nuts.









Section of Drafting Room, Allis-Chalmers Mfg. Co., Milwaukee, Wis.

Taper 2 feet, Arms 12, 6 & 3 inches,  $\frac{3}{8}$  inch Socket Holder, Length to Socket  
 4 feet .....\$5.30

## WALL BRACKETS

Illustrations on opposite page show Wall Brackets with an additional 3 inch arm in center, making the fixture more flexible. This additional small arm may be added to any fixture where more flexibility is needed.

No.	Taper	Arms	Length to Socket	Price
<b>350</b>	7 in.	3 & 6 in.	20 $\frac{1}{2}$ in.	<b>\$3.90</b>
<b>352</b>	12 in.	3 & 9 in.	27 in.	<b>4.10</b>
<b>354</b>	12 in.	3 & 12 in.	30 in.	<b>4.15</b>
<b>356</b>	18 in.	3 & 12 in.	36 in.	<b>4.30</b>
<b>358</b>	18 in.	3 & 15 in.	39 in.	<b>4.35</b>
<b>360</b>	18 in.	3 & 18 in.	42 in.	<b>4.40</b>
<b>362</b>	24 in.	3 & 15 in.	45 in.	<b>4.55</b>
<b>364</b>	24 in.	3 & 18 in.	48 in.	<b>4.60</b>
<b>366</b>	24 in.	3 & 21 in.	51 in.	<b>4.75</b>

The above prices do not include socket, shade or wiring.

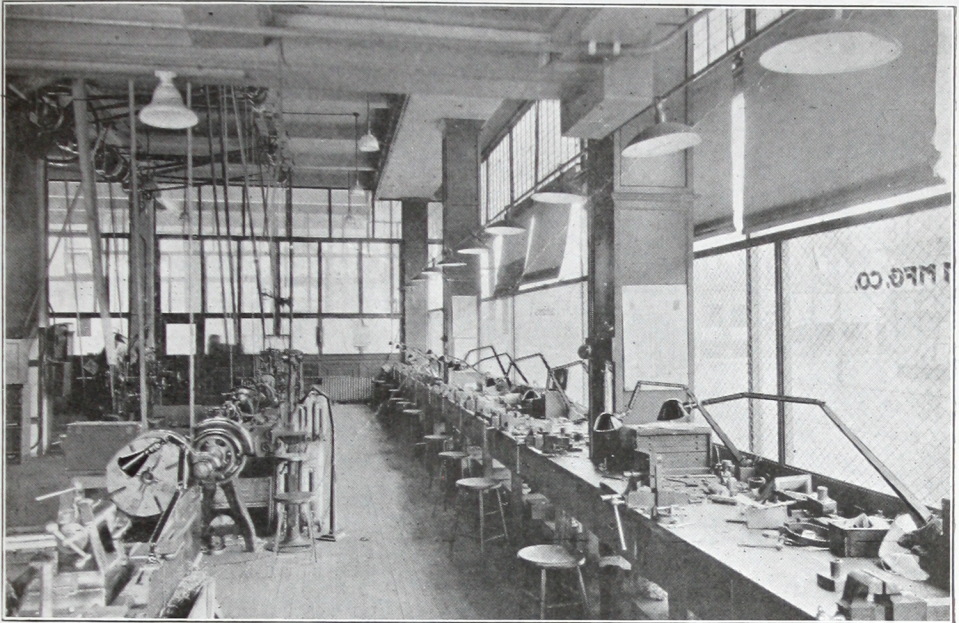
"American" Adjustable Fixtures have the cord entirely enclosed within the fixture, and no amount of moving can injure the insulation, at the same time dispensing with the unsightly and dangerous drop cords.

A fixture that fills every requirement. Indispensable and inexpensive.









Section of Tool Room, Clum Manufacturing Co., Milwaukee, Wis.

## FLOOR AND BENCH PORTABLES

No.	Base	Taper & Plate	Arm	Price
301	6 ½ x 6 ½ in.	6 in.	9 in.	3.85 \$4.35
303	6 ½ x 6 ½ in.	12 in.	12 in.	4.05 4.55
305	6 ½ x 6 ½ in.	18 in.	15 in.	4.25 4.75
307	8 x 8 in.	2 ft.	18 in.	5.20 6.20
309	8 x 8 in.	3 ft.	21 in.	5.70 6.70
311	8 x 8 in.	4 ft.	21 in.	6.30 7.30
302	6 ½ x 6 ½ in.	6 in.	6 & 3 in.	4.50 5.00
304	6 ½ x 6 ½ in.	12 in.	6 & 6 in.	4.70 5.20
306	6 ½ x 6 ½ in.	18 in.	9 & 6 in.	4.90 5.40
308	8 x 8 in.	2 ft.	9 & 9 in.	5.85 6.85
310	8 x 8 in.	3 ft.	12 & 9 in.	6.35 7.35
312	8 x 8 in.	4 ft.	12 & 12 in.	7.00 8.00

The above prices do not include socket, shade or wiring.

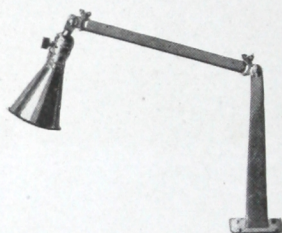
"American" Adjustable Fixtures are made in all styles to suit any requirement of localized direct lighting. Ceiling Fixtures, Wall Brackets, Floor Fixtures, Bench Fixtures, Machine Fixtures, and Portables.

Considering their particular usefulness and convenience, they are the cheapest as well as the best lighting fixtures on the market.





201

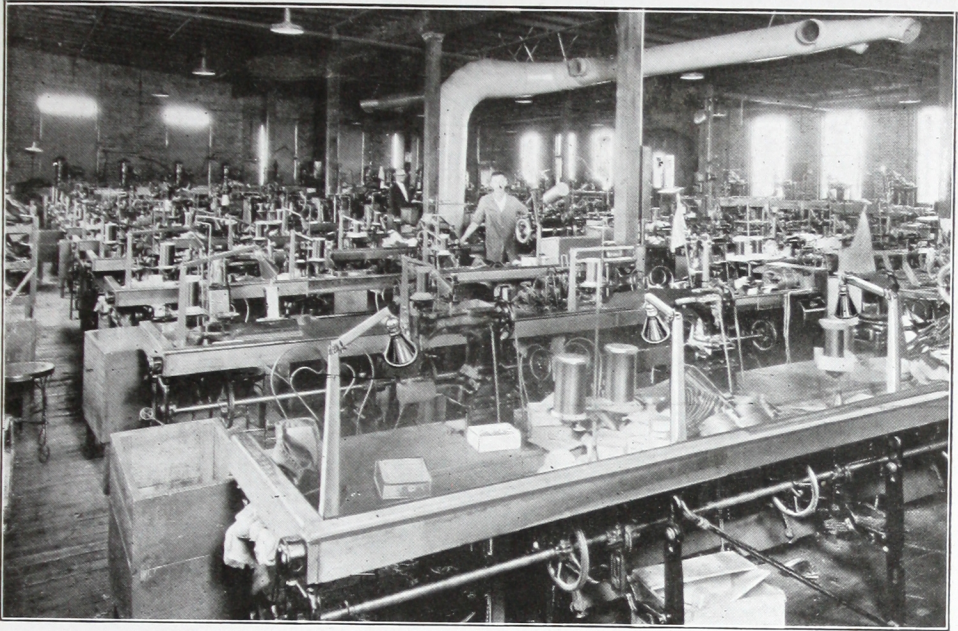


211



219





Section of Stitching Room, Edmonds Shoe Co., Milwaukee, Wis.

## BENCH FIXTURES

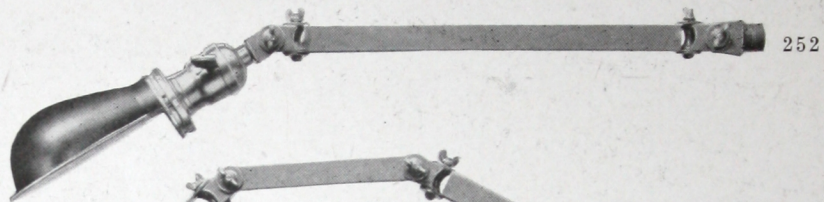
No.	Taper & Plate	Arm	Price
201	6 in.	9 in.	\$2.25
203	6 in.	12 in.	2.30
205	6 in.	15 in.	2.35
207	6 in.	18 in.	2.40
209	6 in.	21 in.	2.45
211	12 in.	12 in.	2.45
213	12 in.	15 in.	2.50
215	12 in.	18 in.	2.55
217	12 in.	21 in.	2.60
219	18 in.	15 in.	2.65
221	18 in.	18 in.	2.70
223	18 in.	21 in.	2.75

The above prices do not include socket, shade or wiring.

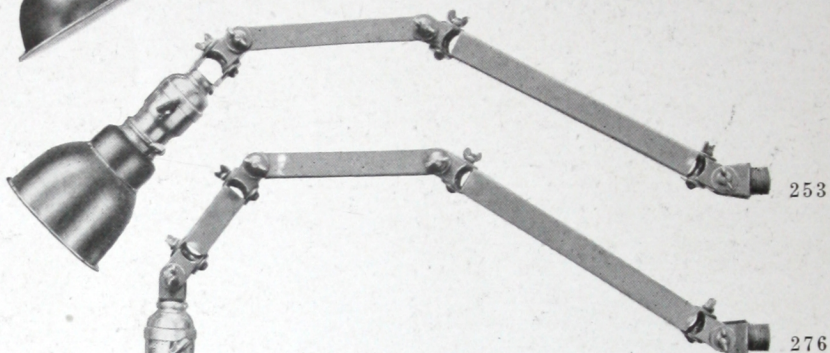
"American" Adjustable Fixtures are finished in Olive Green Baked Enamel, giving them a neat and pleasing appearance.

By use of these fixtures the light can be so adjusted as to fully light the work and at the same time entirely shield the eyes of the operator.





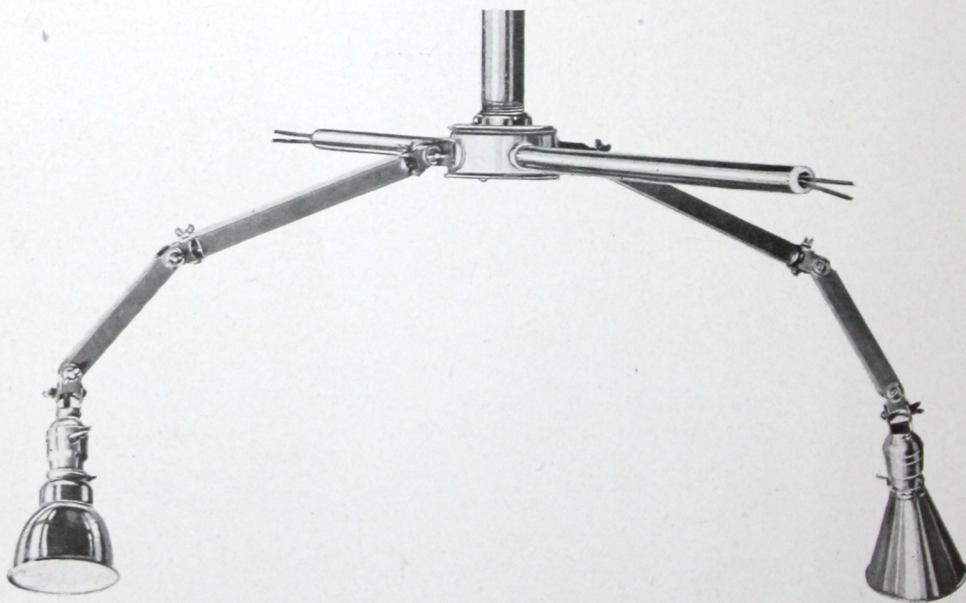
252



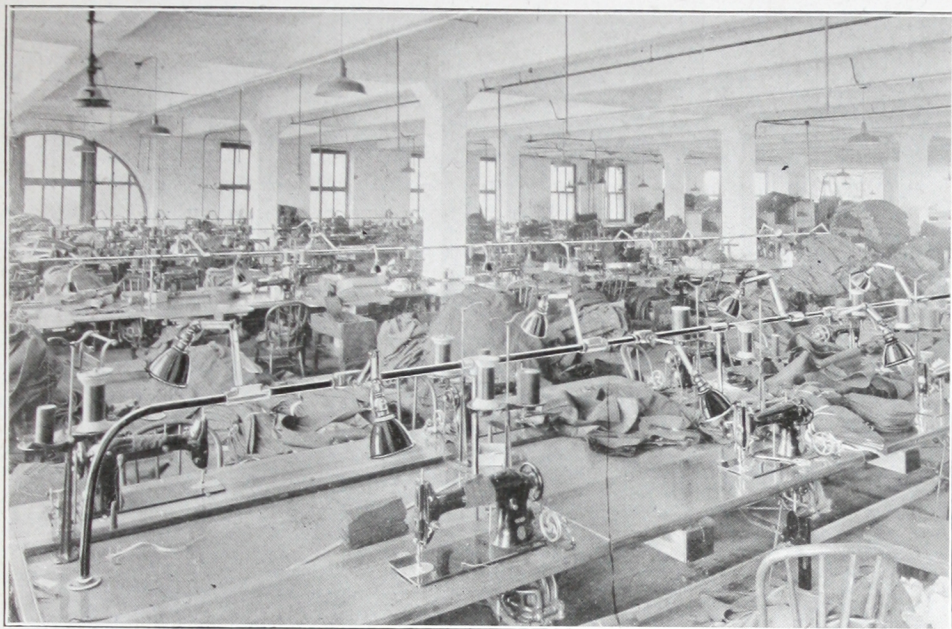
253



276







Section of Sewing Room, Cohen Bros. Co., Milwaukee, Wis.

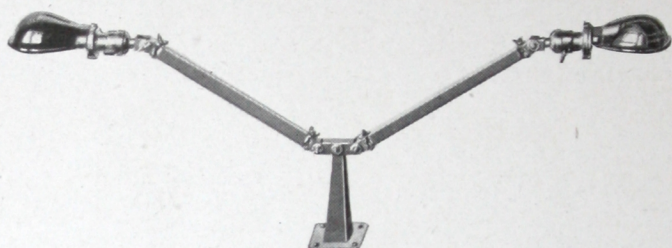
### BENCH FIXTURES

No.	Arm	Length to Socket	Price
250	9 in.	11 in.	\$1.85
252	12 in.	14 in.	1.90
254	15 in.	17 in.	1.95
256	18 in.	20 in.	2.00
258	21 in.	23 in.	2.05
251	6 & 6 in.	14 in.	2.55
253	9 & 6 in.	17 in.	2.60
255	9 & 9 in.	20 in.	2.65
257	12 & 9 in.	23 in.	2.70
276	9, 6 & 3 in.	20 in.	3.30
278	12, 6 & 3 in.	23 in.	3.35
280	12, 9 & 3 in.	26 in.	3.40
282	12, 9 & 6 in.	29 in.	3.45

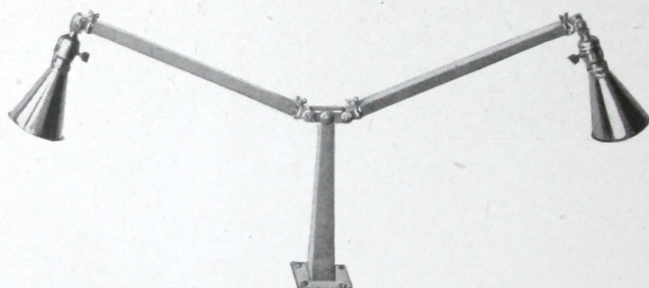
The above prices do not include socket, shade or wiring.

"American" Adjustable Fixtures afford such complete adjustment that the lamps can be placed in any conceivable position with the rays of light directed exactly where wanted and shades affording perfect protection to the eyes.

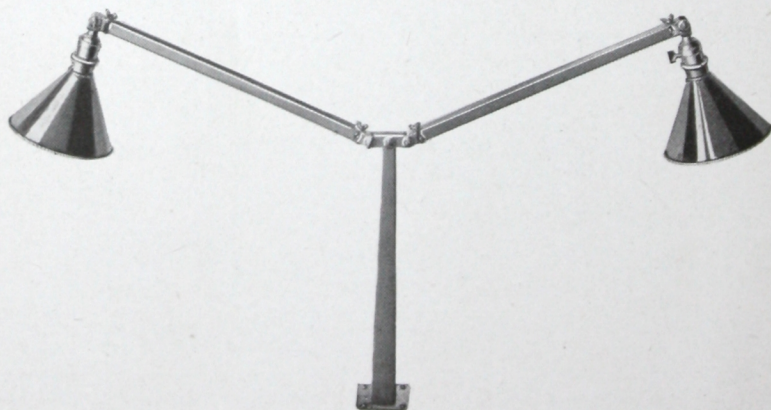




204



214



222





Section of Working Room, Blumenfeld-Locher Co., Wholesale Millinery, Milwaukee.

## BENCH FIXTURES

No.	Taper & Plate	Arms	Price
202	6 in.	9 in.	\$4.55
204	6 in.	12 in.	4.65
206	6 in.	15 in.	4.75
208	6 in.	18 in.	4.85
210	6 in.	21 in.	4.95
212	12 in.	12 in.	4.80
214	12 in.	15 in.	4.90
216	12 in.	18 in.	5.00
218	12 in.	21 in.	5.10
220	18 in.	15 in.	5.05
222	18 in.	18 in.	5.15
224	18 in.	21 in.	5.25

The above prices do not include socket, shade or wiring.

"American" Adjustable Fixtures are furnished to fit  $\frac{1}{8}$  inch sockets, unless otherwise ordered; when  $\frac{3}{8}$  inch sockets are required it must be so specified on the order, and 5 cents added to the cost of the fixture.





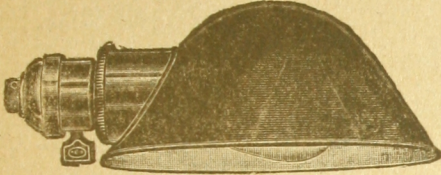
Special "American" Adjustable Fixtures.



## SHADES

Recommended for use on "American" Adjustable Fixtures

**No. 027 PARABOLA**

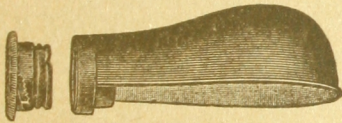


Swivel Lock Collar.

Frosted Aluminum Inside.

7 in., Green Enamel.....Each, \$0.75

**No. 36 PEAR SHAPE SHADE**



Swivel Lock Collar.

Frosted Aluminum Inside.

Green Enamel.....Each \$0.50

**No. 026 DEEP CONE SHADE**

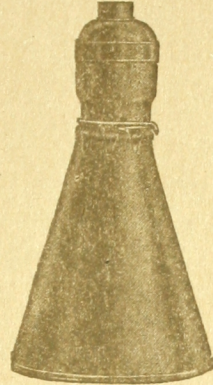


Lock Collar.

Frosted Aluminum Inside.

7 in., Green Enamel.....Each, \$0.70

**No. 15 SPECIAL SHADE**



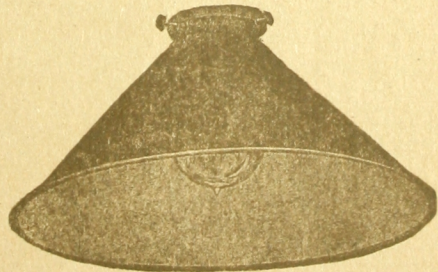
Frosted Aluminum Inside.

Green Enamel Outside.

The principal feature of this shade is that it concentrates the rays to a smaller area, producing a stronger light with a smaller lamp thereby producing a stronger light and reducing the consumption of current.

No.	Diameter	Height	Each
15	4 in.	4 ½ in.	\$0.40

**No. 8 DEEP CONE SHADE**



For 2 ¼ in. Shade Holder.

White Enamel Inside.

8 in., Green Enamel.....Each, \$0.35
10 in., Green Enamel.....Each, .40

Discounts quoted on application. State quantity desired.



PRESS OF  
J. H. YEWDALE & SONS COMPANY  
MILWAUKEE